

Message Text

UNCLASSIFIED

PAGE 01 JIDDA 02087 01 OF 03 241452Z

43

ACTION EB-07

INFO OCT-01 NEA-09 ISO-00 COME-00 OES-05 AGR-10 HEW-06

CIAE-00 INR-07 NSAE-00 TRSE-00 OPIC-06 AID-05 L-02

PA-02 PRS-01 USIA-15 /076 W
----- 074192

R 241400Z MAR 75

FM AMEMBASSY JIDDA

TO SECSTATE WASHDC 0680

INFO AMCONSUL DHAHRAN

AMEMBASSY BEIRUT

UNCLAS SECTION 1 OF 3 JIDDA 2087

E.O. 11652: N/A

TAGS: BGEN, SA

SUBJECT: RECOMMENDATION FOR FY 1976 CCP

REF: A. STATE 5312 B. JIDDA 1860

FOLLOWING ARE EMBASSY'S CAMPAIGN RECOMMENDATIONS FOR THE
FY 76 CCP. CAMPAIGNS RECOMMENDED ARE: DESALINATION,
CONSTRUCTION MATERIALS AND MATERIALS HANDLING EQUIPMENT,
HEALTH SERVICES, AGRIBUSINESS, AND IMPROVEMENT OF ROUTINE
BUSINESS SERVICES.

CAMPAIGN WORKSHEET #1: DELALINATION PROJECTS

A. CAMPAIGN MANAGER - COMMERCIAL ATTACHE

B. CAMPAIGN STATEMENT - HEAD OF THE SAG DESALINATION

AUTHORITY HAS STATED THAT HIS 5-YEAR PLAN BUDGET FOR
DUAL PURPOSE DESALINATION/POWER GENERATION WILL BE IN
EXCESS OF \$10 BILLION. (EMBASSY HAS SO FAR
SPECIFICALLY IDENTIFIED SOME \$1 BILLION WORTH OF
PLANNED PROJECTS.) EVEN ALLOWING FOR VERY HIGH RATE
OF BUDGET UNDERSPENDING, NON-PROJECT COSTS, ETC.,
THIS IS STILL A MULTI-BILLION DOLLAR MARKET; HOWEVER
AT PRESENT THERE IS ACTIVE IN SAUDI ARABIA ONLY ONE
U.S. CONSULTANT, ONE CONTRACTOR marginally INVOLVED
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 JIDDA 02087 01 OF 03 241452Z

(IN ACCEPTANCE PHASE OF A COMPLETED PLANT), AND ONE

O&M FIRM.

C. LONG RANGE GOAL: SIGNIFICANT PARTICIPATION (50 PERCENT?)
OF U.S. FIRMS IN CONSULTING, CONSTRUCTION, AND OPERATION OF
SAG DESALINATION PROJECTS.

D. ACTIONS:

BY SEPTEMBER 30; 1975

1. REVIEW AND REPORT RESULTS OF COMMERCE-
ORGANIZED FACT-FINDING MISSION, AND DEVELOP
RECOMMENDATIONS FOR APPROPRIATE FOLLOW-ON ACTION.

2. ASSIST ECONOMIC COMMISSION SCIENTIFIC TEAM
APPOINTED TO STRUCTURE PROGRAM PROPOSALS FOR
ADVANCED DESALINATION RESEARCH CENTER.

3. REPORT ON COMMERCIAL OPPORTUNITIES WHICH MAY
DEVELOP FROM RESEARCH CENTER PROGRAM.

BY DECEMBER 31; 1975

UPDATE SUMMARY OF PROGRAMMED DESALINATION
PROJECTS.

BY MARCH 31; 1976

1. REPORT ON STATUS OF NEW INDEPENDENT DESALINATION
AUTHORITY, IDENTIFYING KEY DECISION-MAKERS IN THE
CONTEXT OF ITS EXPANDED ACTIVITIES AND AUTONOMOUS
ORGANIZATION.

2. UPDATE EVALUATION OF MOST EFFECTIVE MEANS OF
ASSISTING U.S. FIRMS TO COMPETE FOR CONTRACTS IN
VIEW OF THE ABOVE.

BY JUNE 30; 1976

SUBMIT SUMMARY REPORT ON EVENTS OF THE PAST
YEAR, WITH FOCUS ON RESPONSE OF U.S. FIRMS TO
PROJECT OPPORTUNITIES.

3. MISSION RESOURCES REQUIRED:

MAN-DAYS: PROFESSIONAL - 50; CLERICAL - 10.

FUNDS \$ TRAVEL - \$650; REPRESENTATION - \$300.

CAMPAIGN WORKSHEET #2: CONSTRUCTION MATERIALS
AND EQUIPMENT, AND MATERIALS HANDLING SYSTEMS
UNCLASSIFIED

UNCLASSIFIED

PAGE 03 JIDDA 02087 01 OF 03 241452Z

A. CAMPAIGN MANAGER: COMMERCIAL ATTACHE

B. CAMPAIGN STATEMENT: SAG DEVELOPMENT PLANS PLUS
PRIVATE SECTOR ACTIVITY INDICATE SECTORAL SPENDING
ON CONSTRUCTION PROJECTS (AT A CONSERVATIVE ESTIMATE)
OF \$5 TO 10 BILLION IN THE NEXT 5 YEARS. THIS WILL
REQUIRE BOTH A TREMENDOUS VOLUME OF CONSTRUCTION

MATERIALS AND EQUIPMENT AND A GREAT EXPANSION OF
PORT AND TRANSPORTATION FACILITIES. THERE IS A
TRADITIONAL PREFERENCE FOR "U.S. - MADE", BUT OUR
SHARE OF THE MARKET SEEMS TO BE SLIPPING.

C. LONG RANGE GOAL: INSURE PRE-EMINENCE OF U.S.
EQUIPMENT AND SYSTEMS IN THIS FIELD.

D. ACTIONS:

BY DECEMBER 30; 1975

MOUNT BUILDING MATERIALS AND CONSTRUCTION EQUIPMENT
EXHIBITION PER PRIOR PLANS.

BY MARCH 31; 1976

COMPLETE MARKET STUDY TO DETERMINE THE FOLLOWING:

A) PRIMARY DEALERS; B) PRIMARY END USERS;

C) VOLUME AND ORIGIN OF IMPORTS; D) KEY FACTORS
IN CHOICE OF PRODUCT.

BY JUNE 30; 1976

CONSULT WITH LOCAL END-USERS, LOCAL DISTRIBUTORS
AND U.S. MANUFACTURERS TO IDENTIFY OBSTACLES TO
SALES AND TO COORDINATE PROGRAM TO MAXIMIZE AVAIL-
ABILITY OF U.S.- MADE PRODUCT.

UNCLASSIFIED

NNN

UNCLASSIFIED

PAGE 01 JIDDA 02087 02 OF 03 241513Z

43

ACTION EB-07

INFO OCT-01 NEA-09 ISO-00 COME-00 OES-05 AGR-10 HEW-06

CIAE-00 INR-07 NSAE-00 TRSE-00 OPIC-06 AID-05 L-02

PA-02 PRS-01 USIA-15 /076 W

----- 074463

R 241400Z MAR 75

FM AMEMBASSY JIDDA

TO SECSTATE WASHDC 0681

INFO AMCONSUL DHAHRAN

AMEMBASSY BEIRUT

UNCLAS SECTION 2 OF 3 JIDDA 2087

E. MISSION RESOURCES REQUIRED:

MAN-DAYS: PROFESSIONAL - 30; CLERICAL 10

FUNDSS TRAVEL \$1,000; REPRESENTATION: \$500.

CAMPAIGN WORKSHEET #3: HEALTH SERVICES

A. CAMPAIGN MANAGER: COMMERCIAL ATTACHE

B. CAMPAIGN STATEMENT: SAG IS LAUNCHING A MAJOR HEALTH SERVICES PROGRAM WHICH WILL OFFER OPPORTUNITIES FOR HOSPITAL CONSTRUCTION, EQUIPMENT AND MEDICAL SUPPLIES, AND (POSSIBLY) O&M SERVICES.

C. LONG RANGE GOAL: SIGNIFICANT U.S. PARTICIPATION IN CONSTRUCTION, SUPPLY, AND O&M OPPORTUNITIES.

D. ACTIONS:

BY SEPTEMBER 30; 1975

EVALUATE RESULTS OF MINISTRY OF HEALTH TEAM WORLD TOUR-PARTICULARLY THEIR U.S. PROGRAM - AND DEFINE APPROPRIATE FOLLOW-ON ACTIVITIES.

BY MARCH 31; 1976

1. COMPLETE EVALUATION OF MINISTRY'S 5-YEAR PLAN, WITH ROUGH QUANTIFICATION OF OPPORTUNITY VALUE.

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 JIDDA 02087 02 OF 03 241513Z

2. SUBMIT PROPOSALS FOR FY 77 PROGRAM TO TAKE ADVANTAGE OF THE ABOVE.

E. MISSION RESOURCES REQUIRED:

MAN-DAYS: PROFESSIONAL 20; CLERICAL 5.

FUNDS \$ TRAVEL - \$500; REPRESENTATION - \$200.

CAMPAIGN WORKSHEET #4; AGRI-BUSINESS

A. CAMPAIGN MANAGER: COMMERCIAL ATTACHE

B. CAMPAIGN STATEMENT: AGRICULTURE - PARTICULARLY CORPORATE FARMING - IS IN AN EMBRYONIC STAGE IN SAUDI ARABIA; HOWEVER THE SAUDI GOVERNMENT IS PUTTING HIGH PRIORITY ON AGRICULTURE IN ORDER TO REDUCE DEPENDENCE ON AGRICULTURAL IMPORTS. THERE IS GENERAL AGREEMENT THAT A SIGNIFICANT AGRICULTURAL SECTOR CAN BE DEVELOPED, BUT ONLY THROUGH HIGH CAPITAL INVESTMENT AND IMPORT OF FOREIGN TECHNOLOGY.

C. LONG RANGE GOALS: MAJOR INVOLVEMENT OF THE ECONOMIC COMMISSION IN AGRICULTURAL DEVELOPMENT AND U.S. PRIVATE SECTOR PARTICIPATION IN JOINT VENTURES FOR CORPORATE FARMING, WITH A VIEW BOTH TO REPATRIATION OF PROFITS AND TO DEVELOPING A SIGNIFICANT MARKET FOR U.S. AGRICULTURAL EQUIPMENT,

MACHINERY, AND BREEDING/SEED STOCK.

D. ACTIONS:

BY SEPTEMBER 30; 1975

1. EVALUATE STATUS OF ECONOMIC COMMISSION
AGRICULTURE WORKING GROUP'S MANDATE TO DEVELOP
WADI DAWASIR.

2. WORK WITH U.S. WORKING GROUP TEAM TO DEFINE
LEGITIMATE COMMERCIAL INPUTS TO WADI DAWASIR PROJECT.

3. REVIEW STATUS OF EXISTING PRIVATE SECTOR
PROPOSALS.

UNCLASSIFIED

UNCLASSIFIED

PAGE 03 JIDDA 02087 02 OF 03 241513Z

BY DECEMBER 30; 1975

1. RECEIVE LIST DEVELOPED BY USDA OF U.S.
CORPORATE FARMERS INTERESTED IN PROJECTS IN SAUDI
ARABIA.

2. DEVELOP LIST OF SAUDI RURAL LANDHOLDERS
INTERESTED IN AGRIBUSINESS PROJECTS.

BY MARCH 31; 1976

THROUGH USIA RESOURCES OBTAIN AUDIOVISUAL MATERIAL
ON U.S. FARMING FOR LOCAL PRESENTATION.

BY JUNE 30; 1976

1. SPONSOR GROUP VISIT OF INTERESTED SAUDIS TO
THE U.S., TO TOUR SOUTHWESTERN AND OTHER CORPORATE
RANCHES AND DISCUSS JOINT VENTURE POSSIBILITIES.

2. REVIEW PROGRESS OF ECONOMIC COMMISSION'S
AGRICULTURE WORKING GROUP AND UPDATE IDENTIFICA-
TION OF ASSOCIATED COMMERCIAL OPPORTUNITIES.

MISSION RESOURCES REQUIRED:

MAN-DAYS: PROFESSIONAL 30; CLERICAL 5

FUNDS \$ TRAVEL - \$300; REPRESENTATION - \$300.

CAMPAIGN WORKSHEET #5: IMPROVEMENT OF ROUTINE
BUSINESS SERVICES

A. CAMPAIGN MANAGER: COMMERCIAL ATTACHE

UNCLASSIFIED

NNN

UNCLASSIFIED

PAGE 01 JIDDA 02087 03 OF 03 241523Z

43

ACTION EB-07

INFO OCT-01 NEA-09 ISO-00 COME-00 OES-05 AGR-10 HEW-06

CIAE-00 INR-07 NSAE-00 TRSE-00 OPIC-06 AID-05 L-02

PA-02 PRS-01 USIA-15 /076 W

----- 074591

R 241400Z MAR 75

FM AMEMBASSY JIDDA

TO SECSTATE WASHDC 0682

INFO AMCONSUL DHAHRAN

AMEMBASSY BEIRUT

UNCLAS SECTION 3 OF 3 JIDDA 2087

B. CAMPAIGN STATEMENT: THE SAUDI BUSINESS COMMUNITY EXHIBITS AN INNATE PREFERENCE FOR DOING BUSINESS WITH AMERICANS; HOWEVER THE INFORMATION EXCHANGE OF REQUIREMENTS AND SOURCES OF SUPPLY TENDS TO BE SKETCHY AND HAPHAZARD. PROVISION OF ROUTINE BUSINESS SERVICES IS INCLUDED AS A CAMPAIGN BECAUSE A) THIS CONSUMES SUCH A MAJOR PART OF COMMERCIAL MISSION RESOURCES THAT ANY BUDGETING NUMBER OF SPECIFIC ACTIONS COULD GREATLY IMPROVE THE UTILITY OF THESE SERVICES.

C. LONG RANGE GOALS: 1) MAKE COMMON KNOWLEDGE AMONG THE SAUDI BUSINESS COMMUNITY THE COMMERCIAL SERVICES AVAILABLE AT THE EMBASSY COMMERCIAL CENTER AND AT THE CONSULATE GENERAL IN DHAHRAN; 2) PROVIDE MAXIMUM ASSISTANCE TO EVERY U.S. BUSINESS VISITOR.

D. ACTIONS:

BY SEPTEMBER 30; 1975

1. DEVELOP LIST OF AT LEAST 100 NEW NAMES OF YOUNG, PROMISING SAUDI BUSINESSMEN WHICH CAN BE OFFERED AS ALTERNATIVES TO "ESTABLISHMENT" FIRMS FOR POTENTIAL AGENTS/PARTNERS.

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 JIDDA 02087 03 OF 03 241523Z

2. CIRCULARIZE THE SAUDI BUSINESS COMMUNITY
TO EXPLAIN THE SERVICES AVAILABLE AT THE
COMMERCIAL CENTER (TOP, ADS, SWEET'S CATALOG
FILES, TRADE JOURNALS, ETC.).

BY DECEMBER 31; 1975

REORGANIZE COMMERCIAL LIBRARY TO IMPROVE ITS
USEFULNESS AS AN INFORMATION SOURCE. IDENTIFY
(AND PROCURE) THOSE PERIODICALS AND REFERENCE
BOOKS MOST RELEVANT TO THE LOCAL BUSINESS
COMMUNITY.

BY JUNE 30; 1976

1. MOVE COMMERCIAL CENTER TO NEW QUARTERS WITH
ADEQUATE SPACE FOR COMMERCIAL PERSONNEL AND FOR
BUSINESSMEN'S SERVICE CENTER AS RECOMMENDED IN
1974 FOREIGN SERVICE INSPECTORS' REPORT.

2. IN THE COURSE OF THE YEAR IT IS EXPECTED THAT
THE FOLLOWING NUMBER OF ROUTINE (NOT RELATED
TO SPECIFIC CAMPAIGNS) COMMERCIAL SERVICES WILL
HAVE BEEN PERFORMED:

WTDR'S: 180

ADS'S: 160

TRADE OPPORTUNITY REPORTS: 100

INVESTMENT OPPORTUNITY REPORTS: 15

U.S. BUSINESSMEN ASSISTED: 600

SAUDI BUSINESSMEN ASSISTED: 1000

CORRESPONDENCE: 1200

SCHEDULED CERP REPORTING AND
AD-HOC WASHINGTON INITIATIVES (100 MAN-DAYS)
UNCLASSIFIED

UNCLASSIFIED

PAGE 03 JIDDA 02087 03 OF 03 241523Z

SUPPORT FOREIGN BUYER PROGRAM: 6 EVENTS

DISTRIBUTION OF COMMERCIAL NEWSLETTER AND OF
COMMERCE TODAY - (40 MAN-DAYS)

MISSION RESOURCES REQUIRED:

MAN DAYS: PROFESSIONAL 520; CLERICAL 200

FUNDS \$ TRAVEL - \$3,600; REPRESENTATION - \$1,200

PRINTING AND MAILING - \$1,100

ESTABLISHMENT OF NEW COMMERCIAL CENTER \$35,000.

\$ESTIMATES DO NOT RPT NOT INCLUDE COSTS IN SUPPORT OF
INDIVIDUAL MISSION AND COMPANY VISITS, WHICH IT IS
ASSUMED WILL BE PAID BY THE VISITORS OR BUDGETED FOR
SEPARATELY.

AKINS

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 24 MAR 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975JIDDA02087
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750102-0471
From: JIDDA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750323/aaaaaucq.tel
Line Count: 400
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EB
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 8
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75 STATE 5312, 75 JIDDA 1860
Review Action: RELEASED, APPROVED
Review Authority: hartledg
Review Comment: n/a
Review Content Flags:
Review Date: 18 JUN 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <18 JUN 2003 by SilvaL0>; APPROVED <26 FEB 2004 by hartledg>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
05 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: RECOMMENDATION FOR FY 1976 CCP
TAGS: BGEN, SA
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006